

STRATEGIC PLANNING DECISIONS

February 17, 2015

Our resources and assets

1. Two three-quarter time staff people
2. The CBCAP funding
3. The potential for a VISTA and an intern
4. Our volunteer database
5. The State paying for our staff's salaries
6. Financial reporting by state staff
7. The Board of Directors
8. The grantees' history and expertise
9. We have come a long way with data collection and have a possibility of a database in the future
10. Cassandra's technical assistance
11. Judy Edwards at Healthy Mothers Healthy Babies
12. Partnerships and collaborations to prevent child abuse
13. The opportunity to leverage even more funds from what we raise with the CBCAP special "leverage funds."

Our goals for 2015-2016

1. Provide funding for high quality community-based programs that enhance the six protective factors and prevent child abuse and neglect.

Elements / tasks / initiatives:

- a. Prioritize Best Beginnings and Promise Neighborhood programs, and collaborations with Schools of Promise.
- b. Continue and renew existing programs/grantees to the extent we think it makes sense.
- c. Consider special mini-grant opportunities for grantees.
- d. Hold Annual Grantee Meetings:
 - Teach them sustainability and fund development; and
 - Provide other useful training.
- e. Gather consistent outcome / evaluation data. Help grantees effectively use the pilot shared with them in February.
- f. Emphasize programs and activities with Native American populations:
 - Collaborate with the Alliance of Funders tour in March/April 2015 with JoAnn; and
 - In 2016, create a plan to identify with the Tribal members what their recommendations are about how to use prevention dollars most effectively.
 - Explore potential data gathering taking place on Reservations, and look at ways to expand that work to other Reservations. Look at the Tribal

demographic information related to children, families, and the protective factors that is gathered by the Office of Public Instruction and Child and Family Services.

- g. To the extent possible, streamline the RFP review process, while encouraging both renewals and new grantees' applications.
 - h. Create/renew a process for the Board's review of grantees' activities to assure fidelity and accountability.
- 2. Continue our support of PURPLE through Healthy Mothers Healthy Babies to prevent Shaken Baby Syndrome events.
 - Elements / tasks / initiatives:
 - a. Meet regularly with the new Director.
 - b. Extend the contract with HMHB through December, 2015.
 - c. Schedule the date to decide if a new RFP will be necessary.
- 3. Grow public awareness and understanding of the importance of the protective factors and the Children's Trust Fund.
 - Elements / tasks / initiatives:
 - a. Continue the special events – Halloween, April Awareness Month events, etc.
 - b. Promote the Tax Return Check-Off.
 - c. Pursue donations and fundraising activities.
 - d. Have a table at the Child Abuse and Neglect Conference.
 - e. Participate in the Early Education efforts.
- 4. Conduct or participate in research efforts, with an emphasis on the protective factors, the needs, assets, outcomes, results, baselines, etc.
 - Elements / tasks / initiatives:
 - a. Participate in (and sometimes initiate) partnerships that facilitate better data collection and evaluation. Identify what questions we want answered, and speak with Sarah about this goal.
 - b. Address what works well with different populations (geographically and ethnicity) to enhance the six protective factors and prevent child abuse and neglect. What programs are most effective in which populations and demographics? Look at other states' research results, particularly South Dakota and Utah.
 - c. Consider partial funding of the Child Protective Services' Children's Fatality Review Commission.

5. Support events that contribute to our mission of enhancing the six protective factors and prevent child abuse and neglect.
 - a. Early Childhood Summit
 - b. Child Abuse and Neglect Conference, via our information table and participation in the awards.
 - c. Early Education.
6. Pursue having a parent leader to serve on the CTF Board or in another meaningful way to guide our work and choices.
7. Pursue a VISTA worker for the next cycle and choose where their effort will be focused.
8. Fulfill the CBCAP grant responsibilities.
 - a. Implement the application steps and all its components (such as a letter of support from the Governor's Office and the cover letter signed by our Chair people).
 - b. Get Board approval of the grant application.
 - c. Attend the CBCAP Annual Meeting.
 - d. Submit all required reports.

Next steps

1. Jamey will put these goals into the format of the logic model format we provided to the grantees.
2. Board meeting agendas and staff reports / updates will reflect these goals, and assess progress, challenges, and where Board members can assist.